

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 USIA-15 CIAE-00 INR-07
NSAE-00 /043 W

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P R 181659Z JAN 78
FM AMEMBASSY BONN
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC PRIORITY 4921
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY BERN
AMEMBASSY BRUSSELS
AMEMBASSY LONDON
AMEMBASSY PARIS
AMEMBASSY THE HAGUE
AMEMBASSY VIENNA

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USDOC ALSO FOR USTS
FRANKFURT ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP,GW
SUBJ: FY 78 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG
AND WEST BERLIN FIRST QUARTER PROGRESS REPORT: (OCT.
1 - DEC. 31, 1977)

REF: (A) 77 BONN 01042 (B) 77 BONN 17853

1. SUMMARY: IN ALMOST EVERY RESPECT MISSION CCP
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PERFORMANCE IN FIRST QUARTER FY 78 EXCEEDED GOALS BY
SUBSTANTIAL MARGINS. OF SEVEN CAMPAIGNS WHICH HAVE
TRADE OPPORTUNITY REPORTING GOALS FOUR HAVE EXCEEDED
TARGET SET FOR FIRST TWO RPT TWO QUARTERS. INDEED
THE 253 T.O. REPORTS ON CAMPAIGN FOUR THEME (CONSUMER
GOODS: NON-SPORTING) EXCEED THIS CAMPAIGN'S GOALS FOR
ENTIRE YEAR. PROBLEMS REMAIN WITH MISSION'S EFFORTS

MANAGE PROGRAM OF VISITS TO US TRADE SHOWS BY ORGANIZED GROUPS OF GERMAN BUYERS. CRUCIAL TO THE SUCCESS OF OUR FBP EFFORTS IS FIRM, GENEROUS WASHCAG ACTION TO ENSURE (A) THAT US SHOW ORGANIZERS GREATLY IMPROVE PRESENT LEVEL OF PERFORMANCE IN SUPPLYING SHOW BROCHURES AND GENERAL INFORMATION AND (B) THAT FUNDS ALREADY BUDGETED ARE RELEASED TO FUND THOSE ESCORTS MISSION JUDGES NECESSARY.
END SUMMARY.

2. FY 78 BEGAN BRISKLY WITH MAJOR MISSION
ACTIVITIES SKETCHED IN FOUR LISTS GIVEN BELOW:

- LIST ONE: MAJOR SPRECHTAGE
(US TRADE PROMOTION DAYS)
- LIST TWO: GERMAN FAIRS WITH US
PAVILIONS
- LIST THREE: TRADE OPPORTUNITY
REPORTS
- LIST FOUR: ORGANIZED GERMAN BUYERS
VISITS TO US FAIRS.

3. LIST ONE: MAJOR SPRECHTAGE HELD DURING THE 1ST.
QUARTER FY 78

POST	CITY	DATE
BONN	BONN (SEE NOTE BELOW)	DEC 8
BREMEN	OLDENBURG	NOV 15

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DUSSELDORF	COLOGNE	OCT 12 - 13
	MUNSTER	OCT 25 - 26
	ESSEN	NOV 8 - 9
	BONN (SEE NOTE BELOW)	DEC 8
FRANKFURT	KAISERSLAUTERN	OCT 5
	TRIER	OCT 18 - 19
	SAARBRUCKEN	NOV 22 - 23
HAMBURG	BRAUNSCHWEIG	NOV 22
MUNICH	NUREMBERG	NOV 3
	MUNICH	DEC 6 - 7
STUTTGART	KARLSRUHE	OCT 20
	STUTTGART	NOV 29 - 30

NOTE: SPRECHTAG CONDUCTED JOINTLY BY BONN AND DUSSELDORF.

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P R 181707Z JAN 78
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TO USDOC WASHDC PRIORITY
SECSTATE WASHDC PRIORITY 4922
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
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4. LIST TWO: FAIRS WITH A USIMC PAVILION AND A
BUSINESS INFORMATION OFFICE (BIO)

NAME OF FAIR	DATE OF FAIR	POST MANNING BIO
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"SYSTEMS '77"	OCT 17 - 21	MUNICH
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"PRODUCTRONICA '77"	NOV 22 - 26	MUNICH
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NOTE: IN RELATED EFFORT PERSUADE GERMAN BUYERS OR
AGENTS VISIT US PAVILION IN EUROPEAN FAIRS, MISSION
E-C STAFF ALSO MADE 1299 "KEY PROSPECT" CALLS.
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5. LIST THREE: TRADE OPPORTUNITY REPORTS (T.O.S)

A. T.O. PRODUCTION: OVERVIEW

FIRST QUARTER	T.O.S	AGRICULTURAL T.O.S
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FY 77	823	23
FY 78	920	29

B. T.O. PRODUCTION BY CAMPAIGNS

SEVEN OF OUR CAMPAIGNS HAVE QUANTITATIVE T.O. GOALS. IN SIX OF THESE SEVEN CAMPAIGNS TARGETS

FOR FIRST QUARTER HAVE BEEN MET. INDEED, AS SHOWN BELOW, IN FOUR CAMPAIGNS WE HAVE EXCEEDED TARGETS SET FOR FIRST TWO RPT TWO QUARTERS:

CAMPAIGN	TRADE OPPORTUNITY		
NUMBER	THEME	REPORTS	
	TARGET THROUGH ACHIEVED		
	2ND QUARTER	1ST	
	QUARTER		
3	CONSUMER GOODS	60	67
	(SPORTING)		
4	CONSUMER GOODS	80	253 NOTE:
	(NON-SPORTING)		
6	COMMUNICATIONS	40	62
7	WOOD AND WOOD-	40	44
	WORKING EQUIPMENT		

NOTE: EXCEEDS TOTAL GOALS SET FOR WHOLE FY 78.

6. LIST FOUR: ORGANIZED GERMAN BUYERS VISITS TO UNCLASSIFIED

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US FAIRS

DATES	US FAIR	LOCATION	POST
		RESPONSIBLE	
OCT 9 - 15	INTELCOM	ATLANTA	BONN/
		STUTTGART	

NOTE: ALTHOUGH A NUMBER OF GERMAN BUYERS VISITED INTELCOM AS A RESULT OF MISSION INITIATIVES, WE ARE DISAPPOINTED THAT THE PARTICULAR GROUP VISIT SPONSORED BY MISSION, PAN AM AND HAPAG-LLOYD STUDIENREISEN DID NOT MATERIALIZE. AS REPORTED ELSEWHERE IT WAS LACK OF COOPERATION BY SHOW ORGANIZER WHICH ABORTED THIS WELL CONCEIVED EFFORT.

7. WHILE ORGANIZING THIRTEEN MAJOR AND A NUMBER OF MINOR SPRECHTAGE, MAKING 1,071 PLANNED VISITS AND PRODUCING 920 T.O.S, MISSION DID NOT NEGLECT TRAINING AND INTERNAL SELF-CRITIQUE. THUS IN NOVEMBER BONN, BERLIN AND HAMBURG SENT ONE OFFICER AND THREE FSLs

FOR TOTAL OF EIGHT MANWEEKS TRAINING AT FSI'S
OVERSEAS MARKETING RESEARCH SEMINAR IN VIENNA. AND
OFFICERS FROM ALL OUR POSTS AND BERN PLUS
USDOC'S M.E. FREEMAN MET FOR TWO DAYS IN BERLIN WITH
AMBASSADOR STOESSEL TO CONSIDER OPERATIONAL ASPECTS
OF FY 77 AND FY 78 CCPS.

8. PROBLEMS.

(A) FOR FIRST TIME MISSION FAILED ACHIEVE A QUARTERLY
GOAL. IN OUR CAMPAIGN TWO (ELECTRONIC PRODUCTION AND
TEST EQUIPMENT) WE PRODUCED 39 T.O.S AGAINST A GOAL OF
60. WE INTEND, HOWEVER, TO BE ON TARGET BY END OF
SECOND QUARTER.

(B) OUR SECOND AND MORE SERIOUS PROBLEM RELATES TO

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 USIA-15 CIAE-00 INR-07
NSAE-00 /043 W

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P R 181719Z JAN 78
FM AMEMBASSY BONN
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC PRIORITY 4923
INFO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
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FOREIGN BUYERS PROGRAM. AS WASHCAG KNOWS, FY 78 IS FIRST YEAR IN WHICH THIS MISSION HAS MADE MAJOR SUSTAINED EFFORT ORGANIZE GERMAN BUYER GROUPS TO VISIT AMERICAN FAIRS. KEY FEATURE OF OUR APPROACH IS OUR PROVIDING UP TO TWO MISSION ESCORTS FOR THESE TRIPS. MUNICH HAS RECENTLY ORGANIZED AND IS ABOUT TO SEND ONE FSL TO ESCORT 47 MAN GERMAN GROUP TO HOUSTON NATIONAL SPORTING GOODS ASSOCIATION SHOW JANUARY 26 - 28. USING A LESS RIGOROUS FORMAT, UNCLASSIFIED

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BREMEN HAS WORKED TO INFLUENCE 65 BUYERS TO VISIT INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS IN CHICAGO FEBRUARY 12-15, 1978. ANDDUSSELDORF, FRANKFURT, AND HAMBURG ARE NOW IN EARLY STAGES OF ORGANIZING FOUR MORE SUCH TRIPS.

IT IS NO RPT NO OVERSTATEMENT TO SAY THAT MISSION IS NONPLUSSED AND DOES NOT UNDERSTAND DEPARTMENT'S REFUSAL TO AUTHORIZE TRAVEL OF SECOND ESCORT (FSO) TO SPORTING GOODS SHOW IN HOUSTON -- DESPITE PREVIOUS COMMITMENT OF FUNDS IN CCP BUDGET. IT IS STILL NOT

RPT NOT TOO LATE FOR WASHCAG TO RECONSIDER AND AUTHORIZE THIS TRAVEL (ONLY APPROXIMATELY DOLLARS 750 STILL NEEDED). GIVEN CURRENT US BALANCE OF PAYMENTS PROBLEM, MISSION THINKS THIS IS MONEY VERY WELL SPENT -- ESPECIALLY BECAUSE A SOLID, UNEQUIVOCAL SUCCESS AT HOUSTON OF THIS, OUR FIRST FULL-FLEDGED FBP EFFORT, WILL GREATLY ENHANCE THE PRESTIGE IN GERMANY OF OUR PROGRAM AND MAKE IT PERCEPTIBLY EASIER FOR US TO ORGANIZE OTHER SUCH TRIPS IN FY 78. ACTION REQUESTED: URGENTLY REQUEST WASHCAG RECONSIDER AND APPROVE TRAVEL BY SECOND ESCORT TO HOUSTON.

(C) LESS URGENT BUT NO RPT NO LESS IMPORTANT IS UNIVERSAL CONCERN AMONG THOSE OF OUR POSTS CHOSEN TO "QUARTERBACK" OUR FBP TRIPS THAT MAIN REASON THIS PROGRAM MAY FAIL IS ALMOST PREDICTABLE INABILITY OR UNWILLINGNESS OF US SHOW ORGANIZERS TO GIVE USABLE INFORMATION ABOUT SIZE OF SHOW, PRODUCTS BEING

EXHIBITED, NAMES OF EXHIBITORS, ETC. WELL ENOUGH IN
ADVANCE OF SHOW TO ALLOW US DO CONVINCING JOB IN

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SELLING TRIP TO GERMAN BUYERS. WE BELIEVE THAT USDOC
MUST INSIST THAT SHOW ORGANIZERS HAVE IN OUR HANDS
SIX MONTHS OR MORE AHEAD OF SHOW TIME ELEMENTARY
MATERIALS WE MUST HAVE TO PROMOTE SHOW. AT TIMES
WE SEEM TO BE IN POSITION OF TRYING HARDER TO SELL
SHOW THAN SHOW ORGANIZERS. IN SEPARATE MESSAGE WE
WILL MAKE DETAILED SUGGESTIONS TO WASHCAG ON WAYS
TO ACHIEVE ABOVE GOAL.

9. KUDOS.

TO END ON THE UPBEAT, MISSION IS PLEASED TO NOTE THAT
FSL WALTRAUT M. ENZMANN OF AMCONGEN STUTTGART,
TIRELESS AND BRILLIANT ORGANIZER OF THAT POST'S
SPRECHTAGE, WAS AWARDED A MERITORIOUS STEP INCREASE.
AND, WITH LOOK BACK TO FY 77, EMBASSY AND ALL OF OUR
POSTS WERE DELIGHTED TO LEARN RECENTLY FROM USDOC
THAT THE 1,038 TRADE OPPORTUNITIES REPORTED BY
CONGEN DUSSELDORF MADE THAT POST NUMBER ONE T.O.
PRODUCER WORLDWIDE IN FY 77. USDOC ACTION OFFICE
CITED THE DUSSELDORF T.O.S AS BEING INTER ALIA,

"OF SUPERB QUALITY... THEY USUALLY INCLUDE THE
ESTIMATED ANNUAL SALES POTENTIAL.. PRODUCT DESCRIPTIONS
ARE WELL DETAILED;... USDOC BELIEVES POST'S EFFORTS
CAN BE CONSIDERED NO LESS THAN SPECTACULAR." AT TIME
OF SERIOUS BALANCE OF PAYMENTS PROBLEMS, EMBASSY
BELIEVES THAT DUSSELDORF'S PERFORMANCE, IN FACE OF
STAGNANT GERMAN ECONOMIC GROWTH, IS MODEL TO US ALL
OF WHAT A POST CAN DO. WE NOTE ESPECIALLY 640 PER CENT
RISE IN T.O. PRODUCTION BY DUSSELDORF BETWEEN FY 74
AND FY 77.
STOESSEL

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Message Attributes

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Handling Restrictions: n/a
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